

THE LATEST VIEWS OF

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ATLANTIC CITY



HERE a ceaseless throng does homage to a ceaseless sea. All the year through are travelers from far and near seeking the perennial virtues of Atlantic City. Even in mid-winter—in a latitude decidedly northern—the God-given Gulf Stream tempers the wind and wave to the healthful benefit of invalid thousands. But summer—mid-summer—is the season of all seasons at Atlantic City. There is no doubt that this resort stands pre-eminent in all the world for bathers—evidenced by the vast multitude disporting along the beach every pleasant day in summer—in and out among the white-capped breakers. Then the Boardwalk, the idea of which originated at Atlantic City, was indeed a happy thought—beyond question the right thing in the right place. It is a broad promenade, from 30 to 60 feet in width, extending on one level from the "Inlet" to "Ventnor"—a distance of nearly seven miles. Flanked on the land side by an almost continuous line of shops, theatres and hotels—on the other stretches the Beach with the ocean beyond, broken only by several immense steel and concrete piers used exclusively for the housing of varied amusement enterprises.

Atlantic City is a safe and delightful summer resort for children. Nothing like digging into the mysterious sand, hunting for odd bits of shell, or pretty rounded pebbles, and paddling around in the shoal water to put the bloom of health on youth's young cheek.

In many seaside resorts sanitary conditions are an afterthought, if thought of at all, but here they have been a primary consideration—the result being a perfect system of drainage which keeps the bathing water pure and free from refuse—while artesian wells, some of them 1,000 feet deep, together with natural springs on the mainland, provide pure water for drinking purposes.

Atlantic City was incorporated as a city in 1855, with a population of 250 souls. It now has a permanent population of 45,000, expanding in summer to nearly ten times that number. The property valuation is over \$100,000,000—land on the ocean front being worth \$2,000 a front foot. The first hotel was built here in 1812—there are now over 1,000 hotels and boarding houses.

Fast trains from New York (3 hours distant) and Philadelphia (1 hour away) offer luxurious and rapid transportation from the great cities.

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MORNING CROWD ON BOARDWALK



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VIEW OF BOARDWALK



BATHING HOUR AT ATLANTIC CITY



BATHING HOUR AT ATLANTIC CITY

During the warm summer months the entire Beach passes into the possession of the bathers of which there are many thousands each day. Reclining chairs and shelters are placed at intervals along the Beach.



EASTER PARADE, LOOKING SOUTH FROM STEEL PIER

Probably no promenade in America ever holds such a mass of humanity as the Boardwalk at Easter time. For nearly three miles the crowd is as compact as here shown, and it stretches in but slightly lessened mass the entire length of seven miles.



EASTER PARADE ON THE BOARDWALK

Throngs of people from New York, New Jersey and Pennsylvania visit Atlantic City on Easter Sunday each year, at which time the hotels are taxed to their utmost capacity.



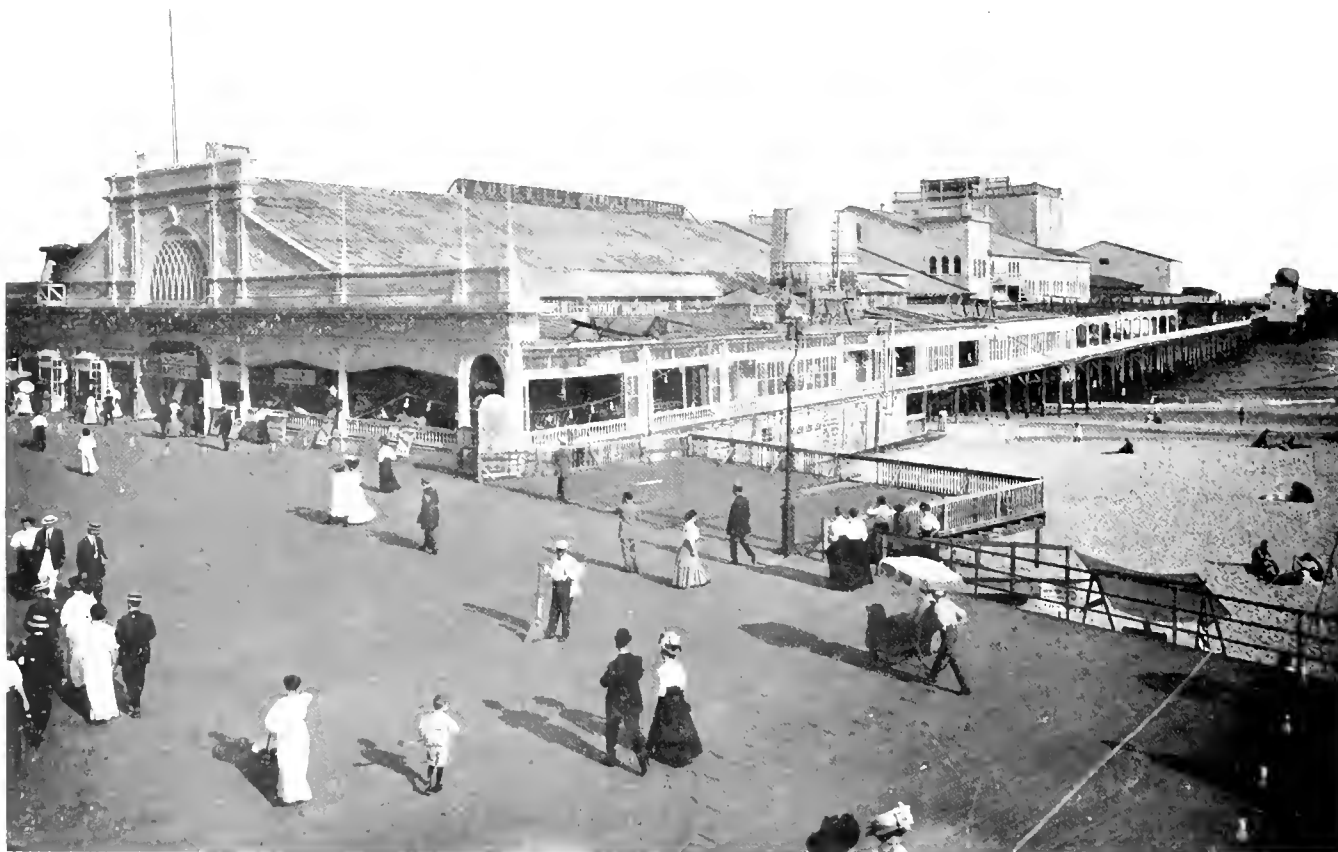
BATHING HOUR IN FRONT OF RICHARD'S BATH



THE STEEPLECHASE PIER AND BOARDWALK

This view gives an impression of the great breadth of the Boardwalk which is never entirely free from travel night or day, winter or summer
WATCHING THE BATHERS (Young's Ocean Pier in the background)

During the bathing season the outer edge of the Boardwalk is always lined with thousands of persons watching the army of bathers.



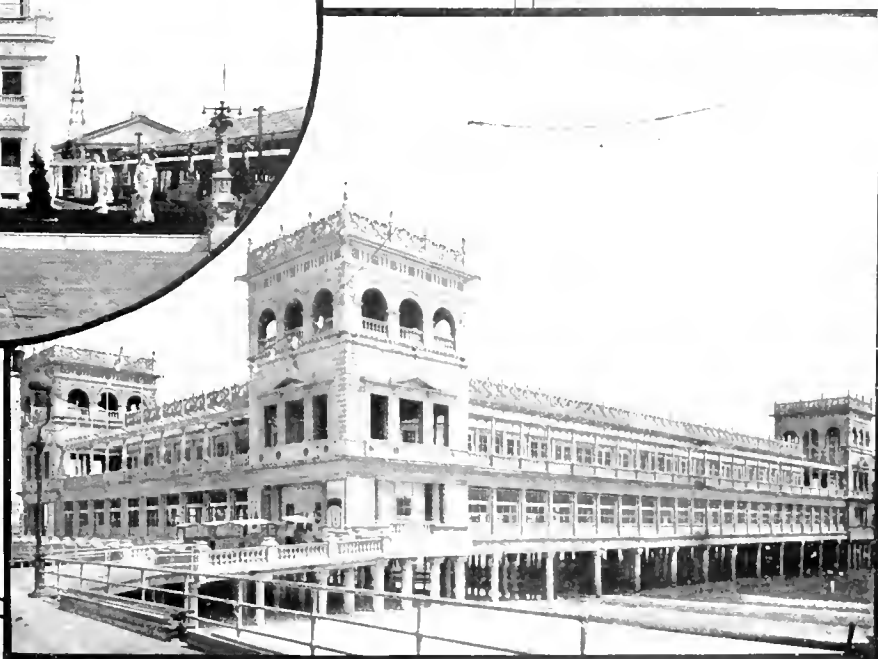
YOUNG'S OCEAN PIER

Nearly 2,000 feet long. Contains numerous amusement features, including an immense roller-skating rink, auditorium, theatre, net-hauling apparatus, etc.



RESIDENCE OF CAPTAIN YOUNG

This unique and beautiful building is located about midway down the Pier. A beautiful lawn adorned with flower beds and statuary surrounds the house.



YOUNG'S MILLION DOLLAR PIER

Built of reinforced concrete, and is nearly one-half mile in length. Contains numerous amusement features—concert hall, aquarium, theatre, wireless telegraph station, wave motor, etc.



NET HAUL—YOUNG'S PIER

Throughout the year at 11.30 A. M. and 4 P. M. there are net hauls on the end of Young's Pier. A double gallery enables large crowds of people to witness these events which are particularly interesting. A great variety of fish common to these waters are brought up each day. The best specimens are preserved in the Aquarium on the Pier.



ATLANTIC CITY BEACH PATROL

While the Atlantic City bathing beach is one of the safest in the world, the municipality takes every precaution to protect over-zealous bathers. During the summer months some sixty expert swimmers known as the Atlantic City Beach Patrol, are stationed along the shore at various intervals. They are a part of the Police Force of the city, and not only preserve order among the multitude of bathers, but are ready to render instantaneous help to any in need of assistance. Two physicians are constantly on hand for emergency cases.



MARLBOROUGH-BLENHEIM

This palatial structure is the newer part of the "Marlborough-Blenheim," and is one of the most beautiful and pretentious hotel edifices in Atlantic City. The material used is concrete, decorated with panels and relief work in harmonious colors—the whole making an extremely attractive architectural effect.



HOTEL TRAYMORE

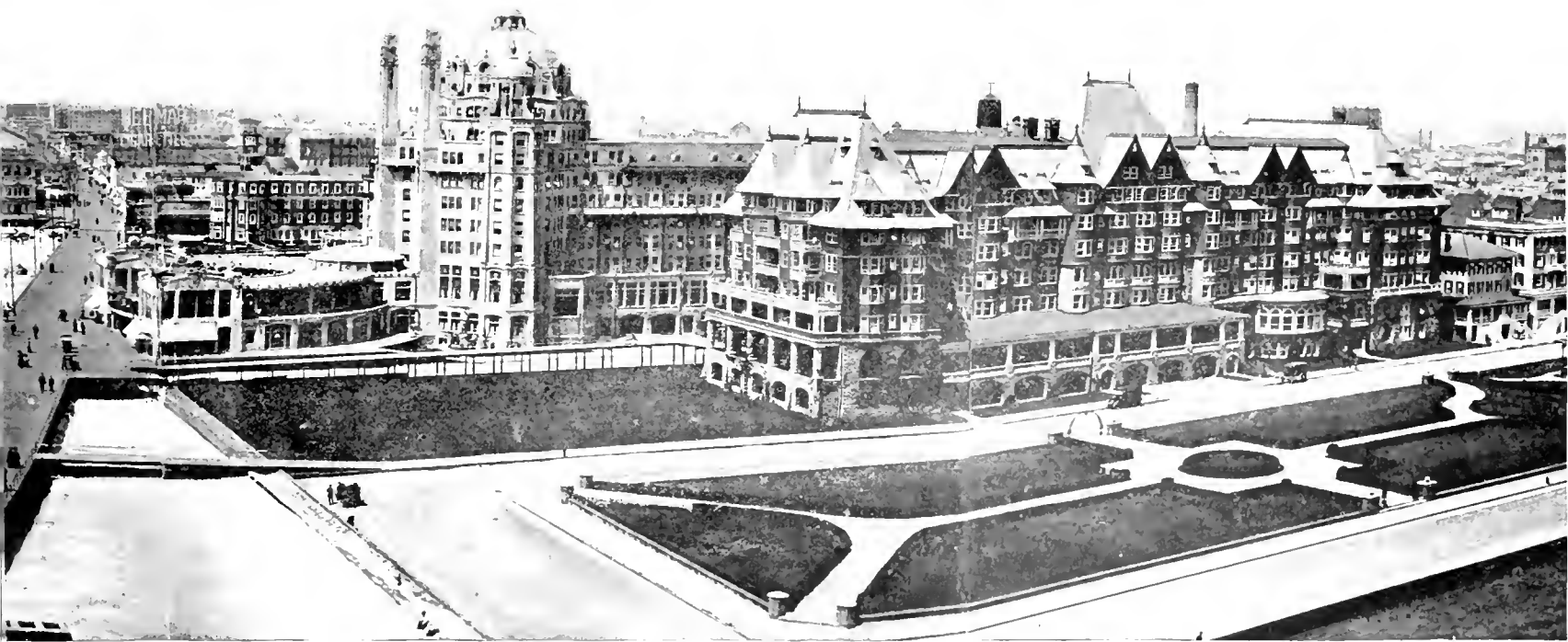
Located at Illinois Avenue and Boardwalk, this building occupies a commanding position on the Beach Front. Its magnificent new facade of brick and sandstone adds the finishing touch to this great hostelry, one of the largest and best equipped in Atlantic City.



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PANORAMA OF

The most beautiful portion of the Ocean Front. The view is from the Traymore Hotel looking south showing the Marlborough-Blenheim Hotel and a long stretch little spot with well-kept lawns and flower beds. The Boardwalk can be seen for nearly three miles until it disappears in the distance. Capt. Young's residence grounds are picked out with hundreds of electric lamps, presenting a pleasing pic



ATLANTIC CITY

of the Boardwalk, while on the left reaches out Young's New Million Dollar Pier. Between the Brighton and the Marlborough lies the "City Park"—a charming shows plainly midway on the pier, revealing the unique location chosen by this Atlantic City pioneer for his palatial home. At night the outlines of the house and ture from the Boardwalk, and warranting the closer inspection of a personal visit.



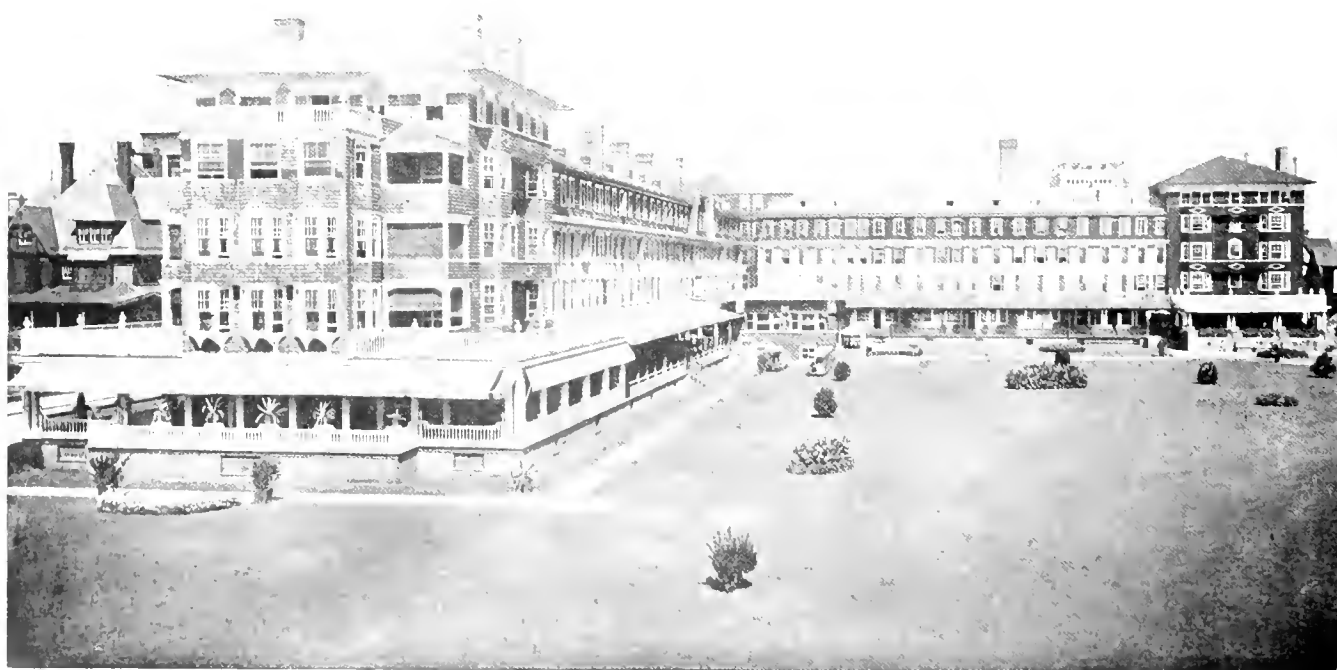
HOTEL STRAND

Located at Pennsylvania Avenue and Boardwalk, is one of the largest and best equipped in Atlantic City.



HOTEL SHELburne

Located at Michigan Avenue and Boardwalk, has one of the largest and handsomest Grills in Atlantic City.



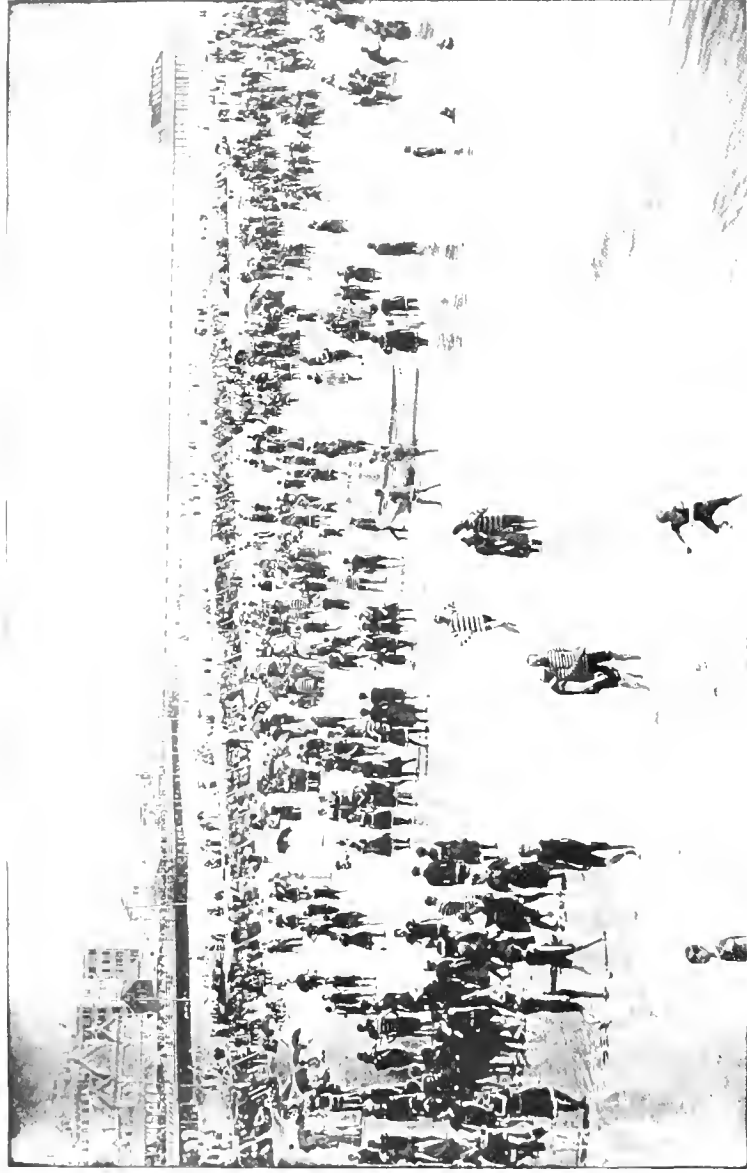
THE BRIGHTON

Located at Indiana Avenue and the Beach, it sets well back from the Boardwalk surrounded by beautiful lawns and approaches, and presents a most hospitable appearance. The Brighton Casino, attached to this house, contains a swimming pool, bowling alley, concert and dance hall and other attractive features.

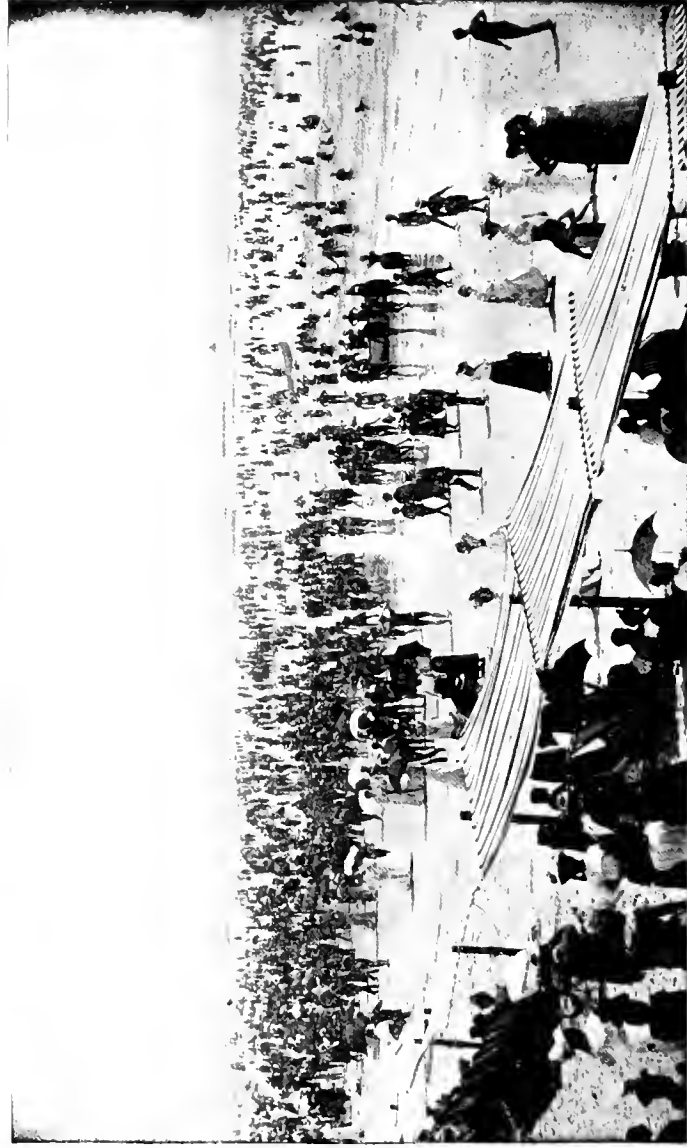


CHALFONTE HOTEL

North Carolina Avenue and Boardwalk. This is a fire-proof structure of brick and steel. From its verandas and private rooms may be obtained an unobstructed view of the ocean to the distant horizon.



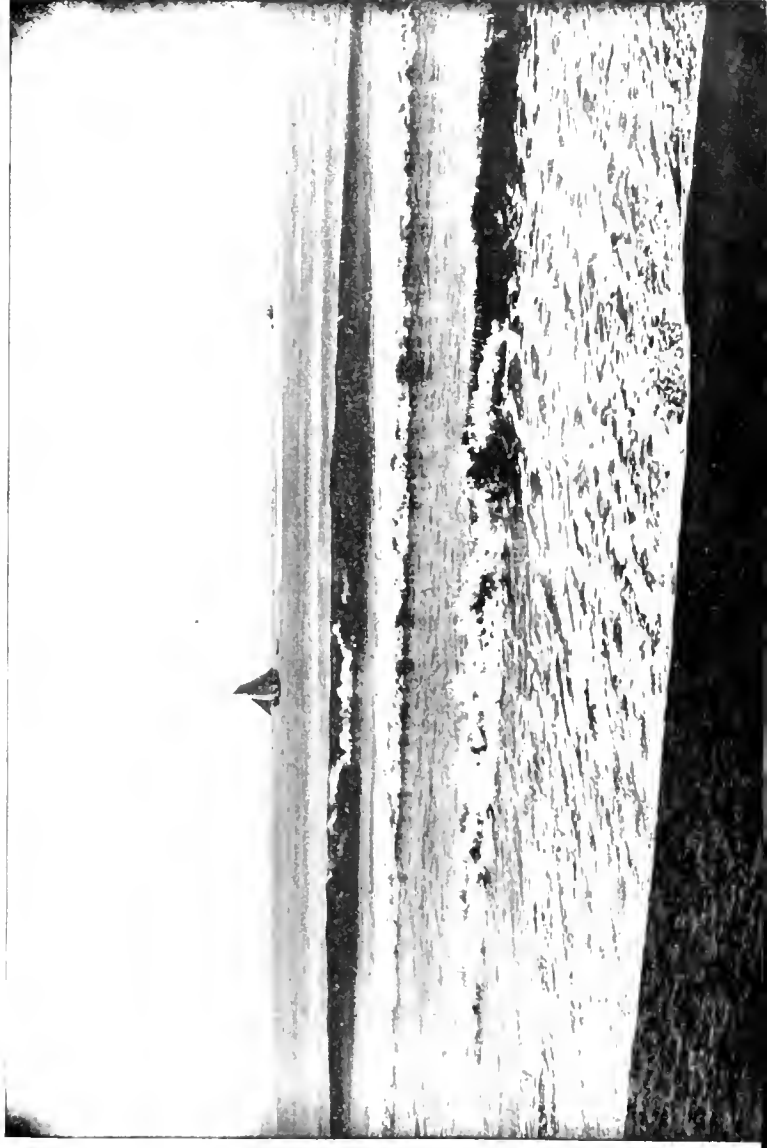
A BEACH SCENE AND HEINZ PIER



A BATHING SCENE
Showing the beach chairs and shelters.



A HOT DAY IN AUGUST

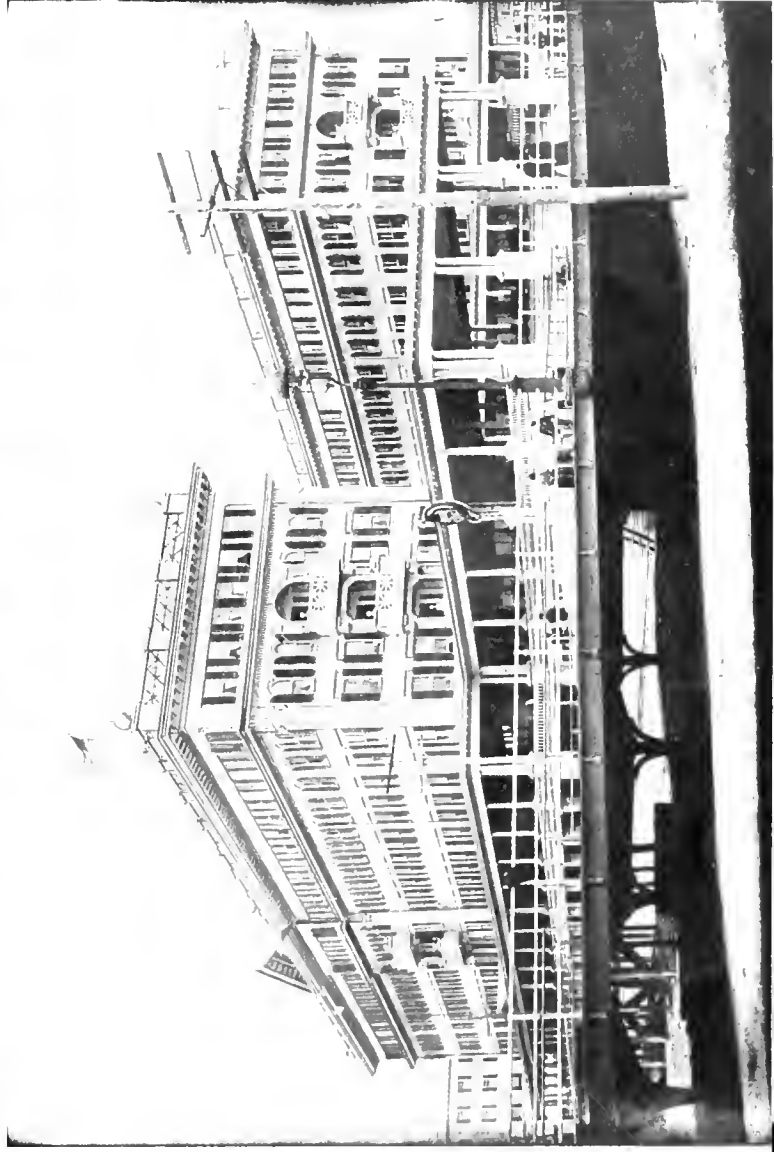




ROLLING CHAIR PARADE. BOARDWALK



THE BEACH AT LOW TIDE
Showing the Beach with reclining chairs and shelters. The Boardwalk in the distance.



IN THE SURF





BEACH LOOKING TOWARD YOUNG'S PIER



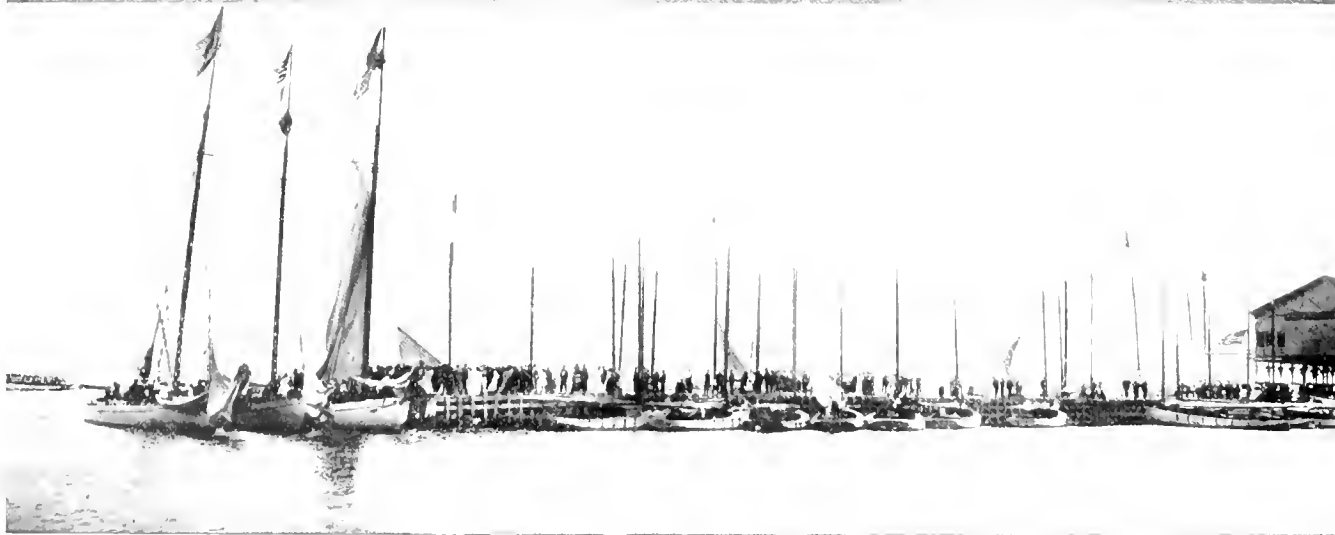
WINDSOR HOTEL
Illinois Avenue and Boardwalk.



ENTRANCE TO STEEL PIER
This pier is 1,750 feet long.

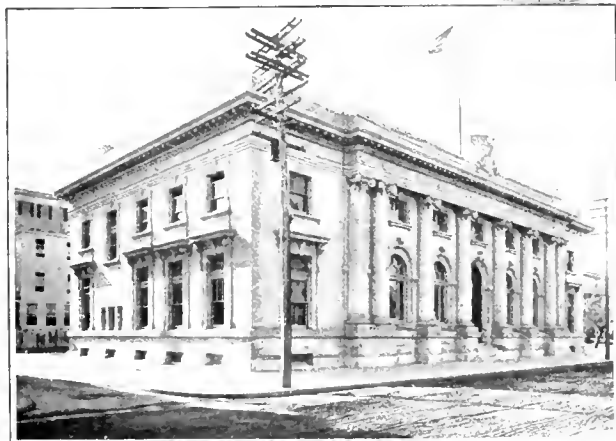


STEEL PIER. SHOWING MUSIC HALL



ATLANTIC CITY YACHT CLUB HOUSE
YACHT CLUB AT INLET

Showing the great fleet of pleasure craft, many of which are luxuriously equipped and ready for hire at a reasonable rate.



Central M. E. Church.
Post Office.

St. James Episcopal Church.
Public Library.

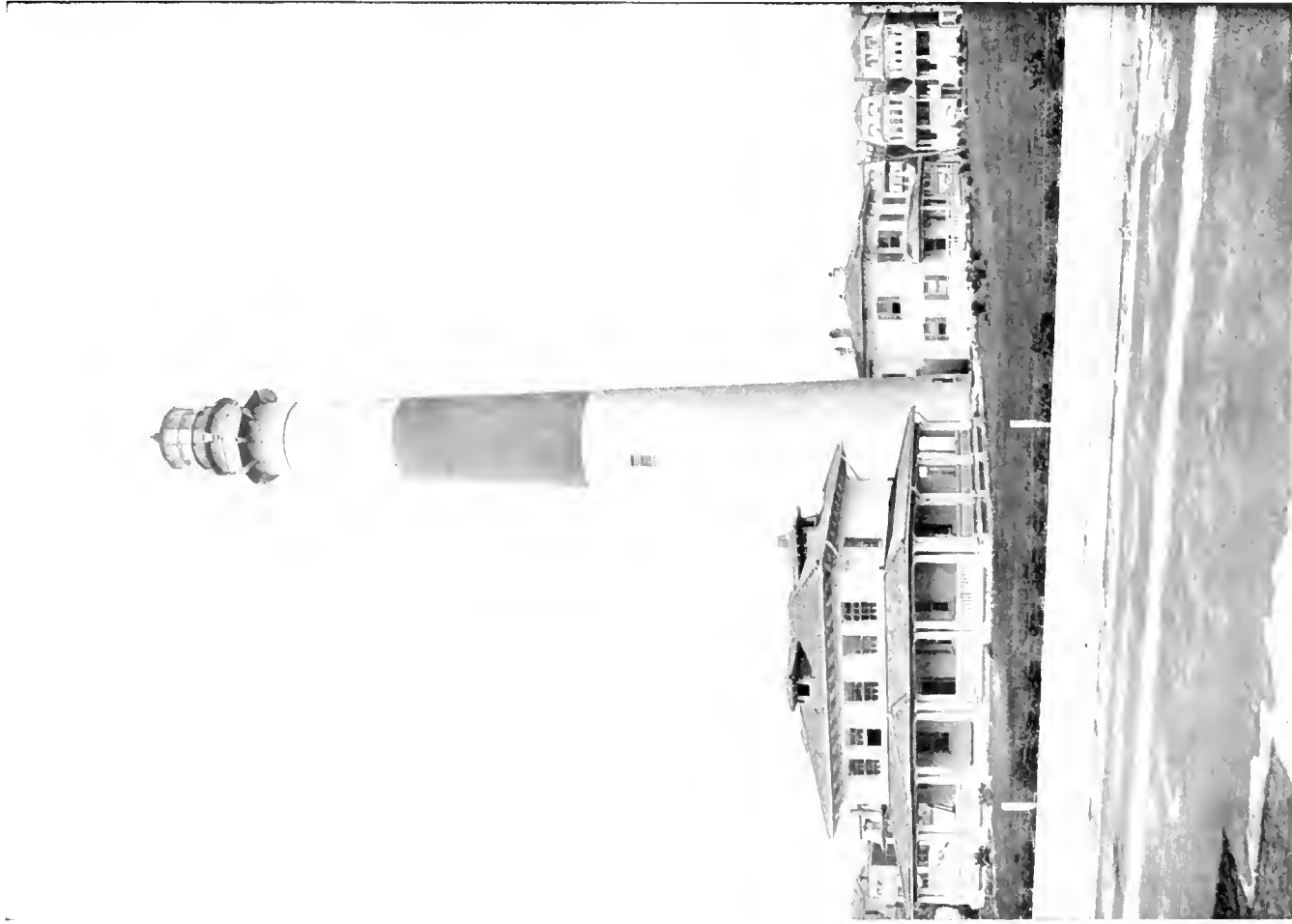
TYPES OF CITY ARCHITECTURE

Atlantic City possesses many beautiful buildings in the city proper. The avenues are broad, level and remarkably clean. The city is entirely free from smoke—the bugbear of many American towns—and dust and noise are unusually absent.



BIRD'S-EYE VIEW

Showing the Absecon Lighthouse with Royal Palace Hotel in the distance. Twenty-five years ago this lighthouse was on the Beach. The great stretch of territory now appearing between it and the water is entirely "made" land.



ABSECON LIGHTHOUSE

Built in 1854 at a cost of \$52,000. It is 167 feet high and required 598,634 bricks to build. The light



ATLANTIC CITY COUNTRY CLUB
Located a short trolley ride inland.



YACHTING PIER
Showing sailboats waiting for pleasure parties.

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